



CITY OF NEW ORLEANS

**NOLA FOR LIFE**

2016 PROGRESS REPORT



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# MESSAGE FROM MAYOR LANDRIEU

Dear Friends:

New Orleans is my home. I love this city, am proud of this city and want to ensure that it is a better place to live and to raise a family. That means that New Orleans must be a safe place to live and that people must feel safe all across the city. And that also means continuing to address the tough issues that New Orleans is facing around crime, generational poverty and racism. To do that requires fixing broken institutions, broken systems, and rebuilding disintegrated social structures.

Since taking office in 2010, we moved quickly to develop and implement broad solutions that would affect systemic change and eradicate the culture of violence in our city. There was and is no challenge more urgent than preventing murder. So in the spring of 2012, we introduced NOLA FOR LIFE, a cutting-edge and comprehensive murder reduction strategy focused on prevention coupled with tough enforcement. We set clear priorities and used data effectively to develop, implement and refine the NOLA FOR LIFE strategy. It was smart, it was holistic and it hit the streets. And we are seeing progress. Since the launch of NOLA FOR LIFE, we have seen New Orleans' murder rate drop by 18%, outpacing the state and other cities across the country.



Now, as we mark the four year anniversary of this work, the purpose of our Progress Report is to tell the NOLA FOR LIFE story in its entirety. It offers an all-encompassing view of the strategy: why certain initiatives were selected, who they are reaching and the results they have produced. It presents the results of the initiatives that are currently part of the strategy, but also of those that are no longer in place. Finally, the report provides insight into other contributing factors, such as demographics, education, early childhood and healthcare, as well as examines how New Orleans compares to the national trends.

I thank the dedicated community leaders, educators, service providers, law enforcement officials and criminal justice experts who have worked with us hand in hand to help develop and implement this cutting edge plan, as well as all those who have taken part in our initiatives and contributed to the successes we have realized thus far. I also want to recognize Cities United, The National Forum on Youth Violence Prevention, and My Brother's Keeper, who have elevated violence as a national issue and coordinated a nationwide collaboration in eradicating violence.

Again, we have a long way to go, but together, we have the power to turn the tide against violence and create a city of peace. If we are united, there is nothing we can't do.

Sincerely,

A handwritten signature in white ink that reads "Mitch Landrieu". The signature is stylized and cursive.

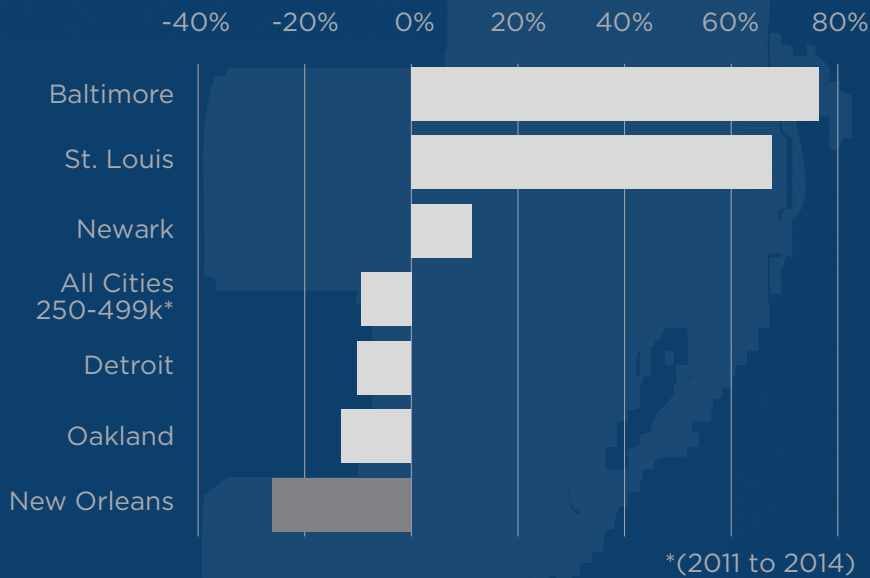
Mitchell J. Landrieu,  
Mayor, City of New Orleans



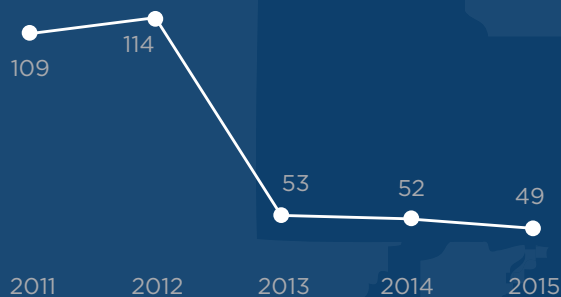
# NOLA FOR LIFE HIGHLIGHTS

## LARGEST DROP IN MURDER RATE AMONG COMPARABLE CITIES

Change in Murder Rate (2011-2015)



## GANG VIOLENCE



**55% Reduction in group or gang-member involved murders since 2011**

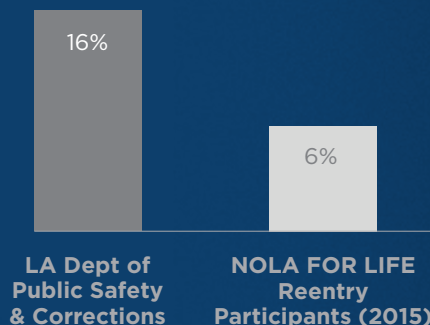
## PREVENTION

# 5,819

Students impacted across 11 partner schools through school climate improvement initiatives

## REHABILITATION

One-year Recidivism Rate



## PARTNERSHIPS

# 300+

Local organizations across every sector are actively engaged with NOLA FOR LIFE

# TIMELINE

## Karen Freeman-Wilson – Mayor, Gary, IN

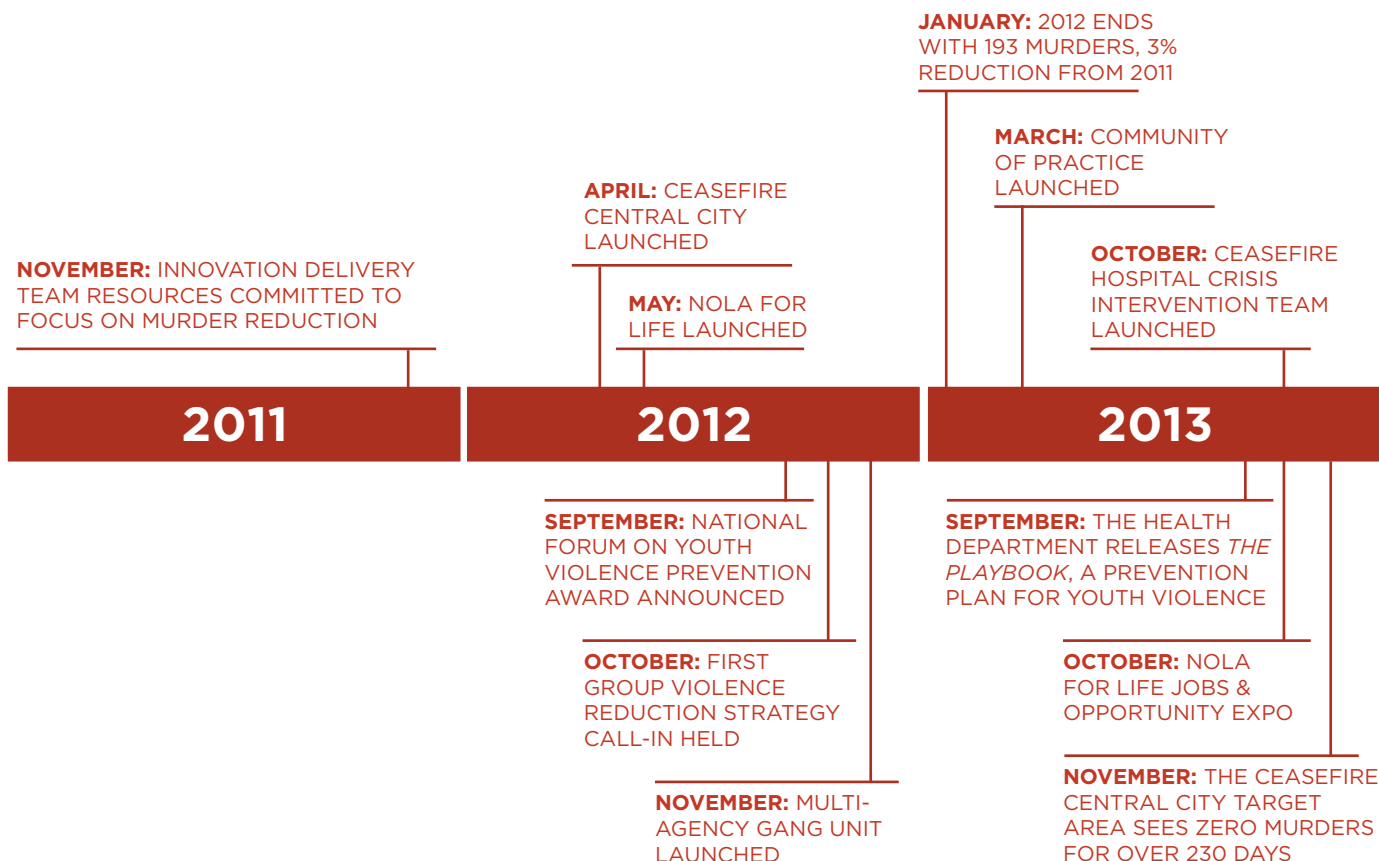
After spending appreciable time with the NOLA FOR LIFE team in New Orleans, we were able to identify how to respond to our violence in Gary, Indiana and implemented Gary for Life (substantiating the adage that “imitation is the greatest form of flattery”). Through our time with the team and our observations of NOLA FOR LIFE, it became clear that this was a community-centered approach to murder that would have a great impact on citizens of New Orleans by reducing homicides resulting from group involvement, increasing accountability, and community-based prevention.



NOLA FOR LIFE has encouraged the city of Gary to take a close look at our efforts against violent crime and provided us with the basis for tailoring a new approach in Gary. As a result, we have conducted “call-ins” and cut group-related homicides in half between 2015 and 2016. Between 2014 and 2015, crime was reduced in every category.

NOLA FOR LIFE is successful because it places responsibility for homicide (something that impacts the community) in the hands of the entire community. It also requires untraditional allies such as law enforcement, social service agencies, former offenders, clergy and employers to work together to reduce homicides in the community.

The citizens of Gary will be forever indebted to Mayor Landrieu and the entire NOLA FOR LIFE team for working with the city of Gary to implement the NOLA FOR LIFE strategy in Gary, Indiana. As a result, citizens are more engaged, law enforcement has widened their horizons and our city is being restored.



**Anthony D. Smith –  
Executive Director,  
Cities United**



As the lead for Louisville's Cities United and National Forum on Youth Violence Prevention initiatives, I used NOLA FOR LIFE as a model for building out Mayor Fischer's "One Love Louisville - Be The One To Make A Difference" comprehensive violence prevention strategy. The program offered me a new way to think about this work. What I love most about NOLA FOR LIFE is that it is not only about the whole, but also about the individual. It gives the city a rallying cry, a way to see those most impacted by community violence as assets and it ultimately gives folks hope.

**Kenneth Polite – U.S. Attorney for the  
Eastern District of Louisiana**



My Office is proud of its work as a critical partner in the Department of Justice's National Forum on Youth Violence Prevention and the City of New Orleans' NOLA FOR LIFE initiatives. Violence, and youth violence in particular, is a complex crisis that requires my Office to utilize enforcement, prevention, and reentry efforts. Through the Multi-Agency Gang Unit, over 50 violent narcotics traffickers are off of our streets, having received lengthy federal prison sentences. The City's Group Violence Reduction Strategy, Midnight Basketball, and NOLA FOR LIFE Days initiatives are offering at-risk youth alternatives to criminality. Lastly, through our collective commitment to reentry, previously incarcerated individuals are receiving job training and placement, thereby reducing recidivism and improving public safety.

**JANUARY: 2013**  
ENDS WITH 156  
MURDERS, 22%  
REDUCTION  
FROM 2011

**FEBRUARY: MAYOR  
LANDRIEU HOSTS  
INAUGURAL CITIES UNITED  
CONFERENCE, WITH  
REPRESENTATIVES FROM  
37 CITIES FOCUSING ON  
REDUCING VIOLENCE**

**JANUARY: 2014 ENDS  
WITH 150 MURDERS, 25%  
REDUCTION FROM 2011,  
LOWEST SINCE 1971**

**JANUARY: 2015 ENDS  
WITH 164 MURDERS, 18%  
REDUCTION FROM 2011**

**MARCH: MIDNIGHT  
BASKETBALL SURPASSES  
10,000 PARTICIPANTS**

**2014**

**2015**

**2016**

**JUNE: NOLA FOR  
LIFE REENTRY  
STRATEGY  
LAUNCH**

**DECEMBER: NOLA FOR LIFE  
SYMPOSIUM HELD, AS PART  
OF THE WHITE HOUSE'S  
MY BROTHER'S KEEPER  
COMMUNITY CHALLENGE**

**OCTOBER: MIDNIGHT  
BASKETBALL TIPS  
OFF 10TH SEASON**

**NOVEMBER: GVRs  
HOLDS 10TH CALL-IN**

**MAY: FIRST 4 MONTHS  
HAVE HAD 39 MURDERS,  
32% REDUCTION FROM  
2015, AND 48% REDUCTION  
FROM 2011, LOWEST FIRST  
FOUR MONTHS SINCE 1970**

# PLAN DEVELOPMENT

NOLA FOR LIFE: A Comprehensive Murder Reduction Strategy was developed by the Mayor's Innovation Delivery Team, in collaboration with the Police Department, Health Department, other City departments, as well as agencies and community members across New Orleans. As a part of this effort, the Innovation Delivery Team engaged key national and local crime experts, community service providers, law enforcement and youth, as well as conducted a rigorous review of pertinent data. Promising initiatives were generated through a review of existing city and community-led efforts, best practice research and conversations with stakeholders.

NOLA FOR LIFE has utilized a public health approach to reducing violence since its launch in 2012. A central part of the public health approach to address violence is the socio-ecological model, which was adapted by the Centers for Disease Control (CDC). This model takes into account the interplay between individual, relationship, community and societal factors<sup>1</sup>:

- Individual – Biological and personal history factors that increase the likelihood of becoming a victim or perpetrator of violence, including age, behavioral control, substance use or history of abuse.
- Relationship – Close relationships, such as partners, social-circle peers and family.
- Community – The settings, such as schools or neighborhoods, in which social relationships occur and that may be associated with risk of violence.
- Societal – The broad societal factors, such as social and cultural norms, that help create a climate in which violence is encouraged or inhibited.

In order to prevent violence, it is necessary to direct efforts across multiple levels of the model at the same time. For example, if you only direct efforts toward the individual level, this person could still be at-risk for violence if their peers partake in violence or if violence is prevalent in their community.

Within these levels, public health focuses on risk factors – factors that contribute to violence – and protective factors – factors that are a buffer against violence. The CDC has identified 31 risk factors and 20 protective factors for youth violence. Example risk factors include involvement with gangs (relationship) and diminished economic opportunities (community), while example protective factors include academic achievement (individual) and connectedness to family (relationship).<sup>2</sup> Reducing risk factors and increasing protective factors across individual, relationship, community and societal levels are likely to sustain violence prevention efforts over time.

In addition, we have sought initiatives that have been shown through scientific studies to impact these risk and protective factors. Programs and practices that have demonstrated significant and sustained effectiveness in rigorous scientific evaluations with large, diverse populations and multiple replications are likely to achieve success in New Orleans as well. In general, NOLA FOR LIFE has implemented initiatives that have documented evidence for effectiveness, while leaving some capacity for new and innovative strategies that are well-tailored to the challenges facing New Orleans.

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<sup>1</sup> Centers for Disease Control and Prevention. The social-ecological model: A framework for prevention. Retrieved from <http://www.cdc.gov/ViolencePrevention/overview/social-ecologicalmodel.html>

<sup>2</sup> Centers for Disease Control and Prevention. Youth Violence: Risk and Protective Factors. Retrieved from <http://www.cdc.gov/violenceprevention/youthviolence/riskprotectivefactors.html>



**Jim Mercy, Ph.D., Director – Centers for Disease Control and Prevention (CDC) Division of Youth Violence Prevention**



Homicide is the third leading cause of death for young people nationwide. African American youth are especially vulnerable to experiencing violence. The good news is that decades of research has shown us what works to prevent youth violence. New Orleans is investing in prevention and helping youth overcome social situations that put them at risk. Also, by rebuilding neighborhoods and promoting jobs and other economic opportunities, New Orleans is helping to ensure their young people thrive and that benefits the entire city.

**James Anderson – Head of Government Innovation Programs, Bloomberg Philanthropies**



No other city has showcased how to leverage an Innovation Team to take on big challenges quite like New Orleans. With NOLA FOR LIFE, the Innovation Team worked closely with partners inside and outside of government to conduct rigorous data analysis, develop innovative solutions, and relentlessly monitor progress to ensure impact – and the residents of New Orleans continue to benefit from their great work.

**La June Montgomery Tabron – President and CEO, W.K. Kellogg Foundation**



Through an extensive network of partners and programs, NOLA FOR LIFE is playing a significant role in addressing violence and trauma throughout the city and influencing the way the W.K. Kellogg Foundation thinks about its grant making in New Orleans. The Kellogg Foundation has made a long-term commitment to the city. We think comprehensively about all of the work we do in partnership to support the well-being of New Orleans' children and families. For several years, grantee partners and community stakeholders would stress to us that we would not achieve the impact we sought from our investments in education, economic security and health without directly addressing how violence and trauma were affecting families' daily lives.

The fact that Mayor Landrieu and his administration have advanced a comprehensive murder reduction strategy that targets not just the outcomes, but the root causes, is important to me as well as to the foundation. NOLA FOR LIFE has a broader scope than just policing. It's about immediate and long-term solutions. It has mobilized a growing network of partners from multiple angles, bringing with them a set of resources, all working collaboratively to address and prevent violence in an effort to create a safe and thriving community for all citizens of New Orleans.

NOLA FOR LIFE is gaining momentum both structurally and in the community. The partnerships have built trust between entities, and the structures are working better together in the community. Families impacted by gun violence are becoming advocates against it. Children are learning healthy ways to cope with trauma and build resilience. Unemployed and low-skilled workers are accessing job training and earning living wage jobs. And with every life changed because of this work, New Orleans takes one more step forward in becoming the best version of itself – a child-centered city where all children and families can thrive.



# MEASURING OUTCOMES AND IMPACT

The time period being measured is the first four years of NOLA FOR LIFE, May 2012 – April 2016. Pre-NOLA FOR LIFE data is also displayed when relevant, to give a comparison of the environment before NOLA FOR LIFE and how the strategy impacted the outcome. The ideal comparison point is the four years prior to NOLA FOR LIFE (May 2008 – April 2012) to the four years since the launch of NOLA FOR LIFE. Due to data limitations, 2010 is frequently the furthest back that data can be shown.

Performance indicators may be shown either as number of murders or as murder rate (the number of murders per 100,000 residents). Number of murders is important because ultimately we are trying to prevent lives being taken through violence. However, when comparing to cities of different population or even comparing to when New Orleans had a larger or smaller population, murder rate creates a standard comparison.

A set of performance indicators for each NOLA FOR LIFE initiative has been established in *NOLA FOR LIFE: A Comprehensive Murder Strategy* (found at [nolaforlife.org](http://nolaforlife.org)). These indicators were identified as the best outputs and outcomes to measure the effectiveness of an individual initiative, toward the overall goal of reducing murder. As the Strategy has been implemented and refined, additional output and outcome measures have been developed and some of the initial measures have been removed. For most initiatives we will be reporting on each performance indicator in the Strategy, and in a few cases a more appropriate indicator has been identified and reported on. Unless noted otherwise, the time period being measured for each initiative is:

- Start: When NOLA FOR LIFE launched or when the initiative launched (whichever is later)
- End: When the initiative has been completed or the 4-year time period has completed (whichever is earlier)

When possible, we measure outcomes (as opposed to outputs). An output shows whether the initiative is doing what we planned to do, while an outcome shows whether an initiative or strategy has made an impact or improved the condition of a population. For example, number of gang members arrested is an output, but the number of gang-related murders is an outcome. If an initiative is designed to reduce gang murders by arresting gang members, looking at only the output of gang members arrested could miss the fact that you are not reducing gang murders, and therefore arresting gang members is not the right solution.

Detailed results of the 40 initiatives can be found at [nolaforlife.org](http://nolaforlife.org). In this report, for each pillar we have selected measures from the 40 initiatives which are most representative of the performance of the pillar.

### **Angela Glover Blackwell – President and CEO, PolicyLink**

Mayor Landrieu's NOLA FOR LIFE initiative and Economic Opportunity strategy recognize that equity and inclusion are critical not only for the residents who have been left behind, but also for a safe and prosperous New Orleans. The city is tackling violence and economic inequities in a smart and comprehensive way—allowing all to reach their full potential and setting an example for the rest of the nation.



### **Thelma French – President/ CEO, Total Community Action**

Total Community Action (TCA) has been an active partner in NOLA FOR LIFE since its inception. TCA provides the entry point and case management supports for Group Violence Reduction Strategy (GVRS). Our team of case managers and supportive service leads assist the young men and women who choose to step toward a different direction to develop their goals and implement their plans for nonviolent and productive lives. TCA partners with twenty plus other service providers to provide GVRS participants with options and opportunities for education, skill development, employment, substance abuse management and housing. The data supports that the NOLA FOR LIFE strategies are making a difference. It is my sincere belief that the most significant impact this multi-faceted strategy has made is the significant impact on raising the level of awareness of the “culture of tolerance to violence,” and to recognize that this tolerance is one of the greatest impediments to changing the behavioral norms. Additionally, NOLA FOR LIFE has galvanized diverse groups and organizations to align their activities with one collective goal, stopping the murders.



### **Patrina Peters**

I lost my son to gun violence in 2010. Damond was just weeks away from beginning college on a basketball scholarship. A couple of years after Damond's murder, I got connected with Mayor Landrieu through the NOLA FOR LIFE strategy. And since that time, I have spoken to more than 300 young men at Group Violence Reduction Strategy call-ins to encourage them to stop the violence in their communities. I believe that it is going to take all of us to end the culture of violence in the city of New Orleans, and NOLA FOR LIFE has given me a voice so that I can do my part, because my son's death will not be in vain.

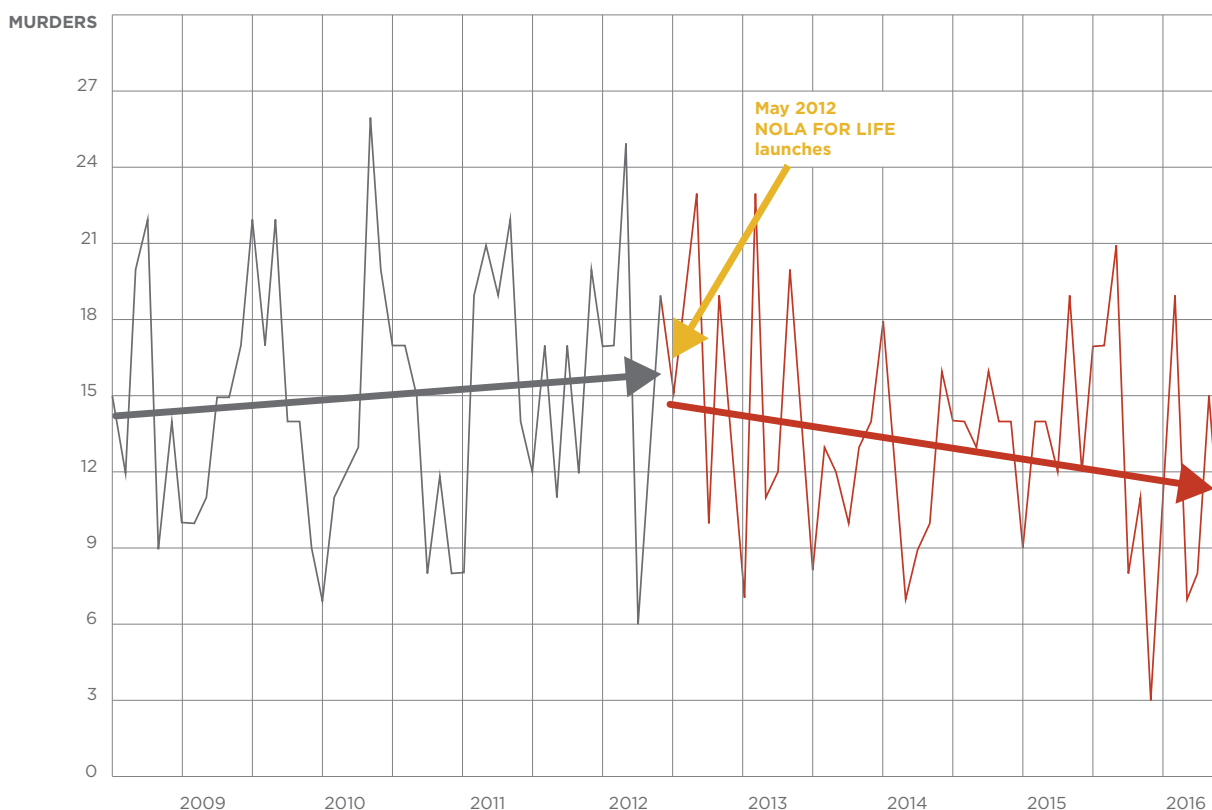




# OVERALL OUTCOMES

The overall success of NOLA FOR LIFE is determined by one measure – murder reduction. In the 4 years since the NOLA FOR LIFE launch, there have been **86 fewer murders and an 18% lower murder rate** than in the 4 years prior to NOLA FOR LIFE. Below are two visualizations of how New Orleans has performed in this measure.

1. This graph shows the number of murders each month over the past 8 years. In the four years before the launch of NOLA FOR LIFE, more and more murders were occurring every month. In the four years since, murders have trended down.



**Jack Calhoun – President, Hope Matters; Senior Consultant, National League of Cities, Institute for Youth, Education and Families; Senior Advisor, Office of Juvenile Justice and Delinquency Prevention, National Forum on Youth Violence Prevention, DSG, Inc.**

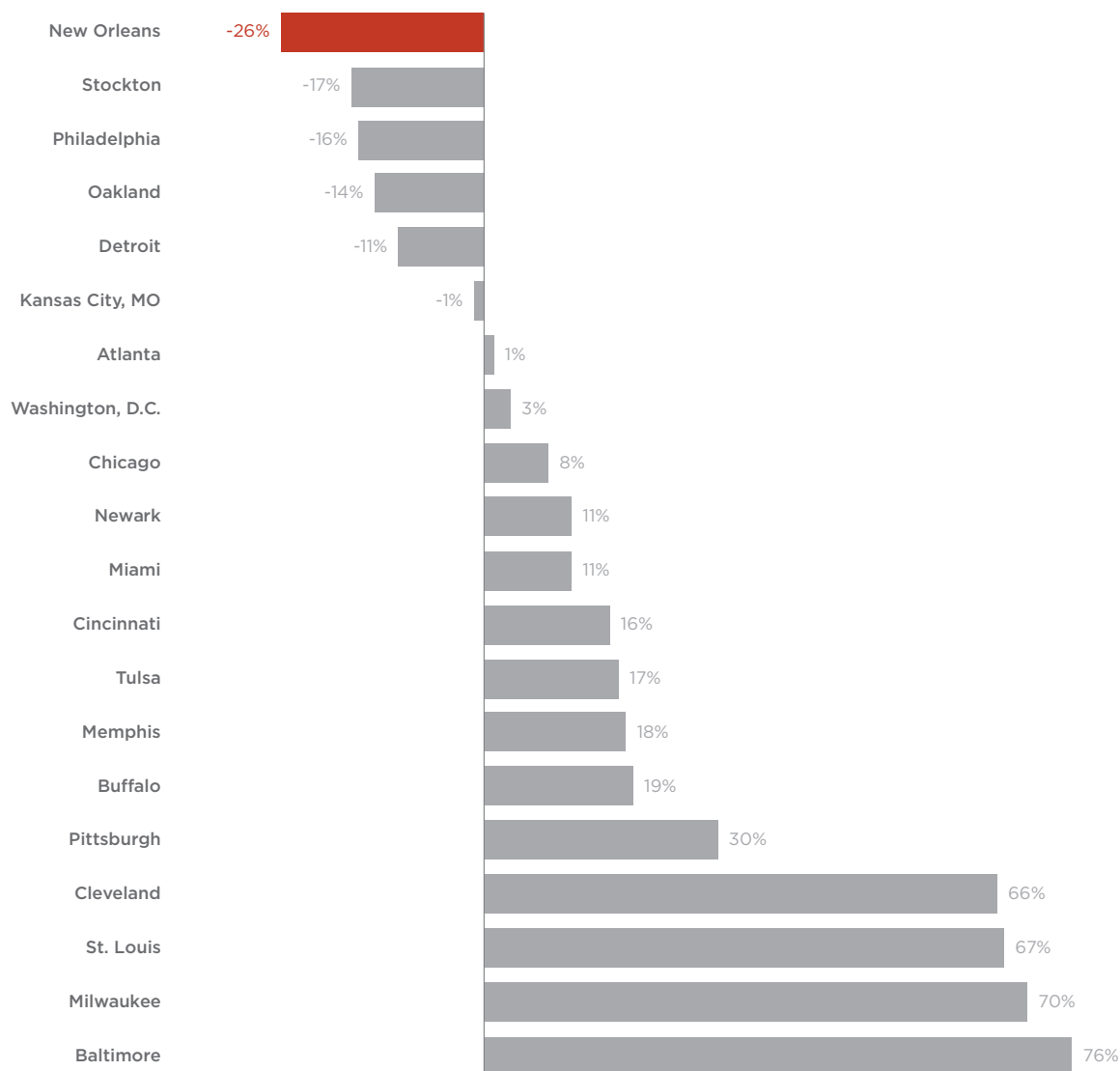
Outraged by its high levels of recorded murders and shootings – 10 times the national average – the City, spurred by Mayor Landrieu, launched a comprehensive, ambitious plan to reduce homicides and improve the quality of life for all citizens. These are not just words, a plan based in rhetoric alone. Most impressive is the mayor's deep, passionate and abiding commitment to effect major changes across the board. He has attracted additional resources, seen the murder rate drop 18% and mobilized the governmental, civic and private sectors in a coordinated, multi-disciplinary action plan. Guided by an overall vision and anchored in objectives and performance indicators, the plan specifies activities and responsible parties. To ensure coordination and synergy, the work is guided by the Mayor's Innovation Delivery Team. Through NOLA FOR LIFE, New Orleans, a city torn apart by some of the highest rates of violence in America, is well on its way to reducing violence and building healthy, vital communities that do not produce violence.



2. New Orleans had the highest murder rate of any city in the nation each year from 2000-2011 (aside from 2005 & 2006, which were impacted by Hurricane Katrina). Below is a comparison of the murder rate reduction for the cities with the nation's top 20 highest murder rates in 2011 (the year prior to NOLA FOR LIFE's launch). New Orleans has had the largest murder rate reduction in that time period, and it has not had the nation's highest murder rate since NOLA FOR LIFE began.

## CHANGE IN MURDER RATE FROM 2011 TO 2015

(of the 20 highest murder rates in 2011, New Orleans dropped the most by 2015)



Minimum population 250,000



# NOLA FOR LIFE PILLARS

## STOP THE SHOOTINGS

Focus like a laser on the small percentage of young men who are killing and being killed. Our message to them: **stop the shootings.**

- CEASEFIRE NEW ORLEANS
- GROUP VIOLENCE REDUCTION STRATEGY
- MULTI-AGENCY GANG UNIT
- PROJECT SAFE NEIGHBORHOODS

## INVEST IN PREVENTION

We cannot arrest our way out of this problem. NOLA FOR LIFE puts a heavy emphasis on helping our young people and families succeed.

- BEHAVIORAL INTERVENTIONS AT THE YOUTH STUDY CENTER
- BUILDING CHARACTER IN NORDC SUMMER CAMPS
- COMMUNITY SUPPORT FOR VICTIMS OF VIOLENCE
- CONNECTING HIGH NEEDS STUDENTS TO THE COORDINATED SYSTEM OF CARE
- CONNECTING STUDENTS TO SUPPORTS
- COORDINATE & STRENGTHEN THE BEHAVIORAL HEALTH SYSTEM
- ENGAGING FATHERS
- EXPANDING THE USE OF RESTORATIVE APPROACHES IN SCHOOLS
- FAMILY VIOLENCE PREVENTION STRATEGY
- MAKING CONNECTIONS TO IMPROVE MENTAL HEALTH AND WELL-BEING
- MAYOR'S STRATEGIC COMMAND TO REDUCE MURDER
- NATIONAL FORUM ON YOUTH VIOLENCE PREVENTION
- NOLA FOR LIFE FUND
- NOLA FOR LIFE MENTORING
- NOLA FOR LIFE MIDNIGHT BASKETBALL
- NOLA FOR LIFE RESOURCES MOBILE WEBSITE
- NOLA FOR LIFE SERVICES COLLABORATIVE
- POSITIVE BEHAVIORAL INTERVENTIONS AND SUPPORTS
- SUPPORTING SCHOOLS IN IMPLEMENTING TRAUMA-INFORMED APPROACHES
- YOUTH ENGAGEMENT STRATEGY

## PROMOTE JOBS AND OPPORTUNITY

Neighborhoods that experience the highest levels of violence also experience high levels of poverty and unemployment. Training and better access to good jobs provides a path away from violence and toward opportunity.

- NETWORK FOR ECONOMIC OPPORTUNITY
- NOLA YOUTH WORKS SUMMER JOBS PROGRAM
- NOLA FOR LIFE REENTRY STRATEGY (RISE - REINTEGRATION SERVICES)

## GET INVOLVED AND REBUILD NEIGHBORHOODS

To make New Orleans safe we all need to do our part, get involved and rebuild our neighborhoods. We need everyone to have skin in the game.

- COLLECTIVE EFFICACY
- FIGHT THE BLIGHT
- LIGHTING UP THE CITY
- NOLA FOR LIFE DAYS
- NOPD COMMUNITY POLICING
- PUBLIC AWARENESS CAMPAIGN
- QUALITY OF LIFE STAT

## STRENGTHEN THE NOPD

Strong police work combined with help from the community prevents violence in our neighborhoods and quickly holds those who commit violence accountable.

- ENHANCING RELATIONSHIPS BETWEEN YOUTH AND LAW ENFORCEMENT
- IMPROVE COMMUNITY TRUST WITH THE USE OF PROCEDURAL JUSTICE
- INCREASE ANALYTICAL CAPACITY AT NOPD
- NOPD LEADERSHIP TRAINING
- PROACTIVE HOT SPOT POLICING
- RELEASE PUBLIC CALLS FOR SERVICE DATA



# STOP THE SHOOTINGS

- CEASEFIRE NEW ORLEANS
- GROUP VIOLENCE REDUCTION STRATEGY
- MULTI-AGENCY GANG UNIT
- PROJECT SAFE NEIGHBORHOODS

When NOLA FOR LIFE launched in 2012, the first priority was to stop the shootings. Some of the first NOLA FOR LIFE initiatives were CeaseFire Central City, which launched in April 2012, Group Violence Reduction Strategy which held the first Call-In in October 2012, and the Multi-Agency Gang (MAG) Unit which indicted its first gangs in early 2013. The Stop the Shootings pillar targets the most violent individuals in New Orleans, offering help to those who are ready to change their lives, but prosecuting those who continue to harm our community. More than 100 individuals like Brandon Plains have chosen to leave the life of violence. For those who haven't, the MAG Unit has prosecuted 114 individuals from 12 violent gangs, with more in the pipeline.



Official White House Photo by Pete Souza



**Brandon Plains**  
**(Group Violence Reduction Strategy Participant)**

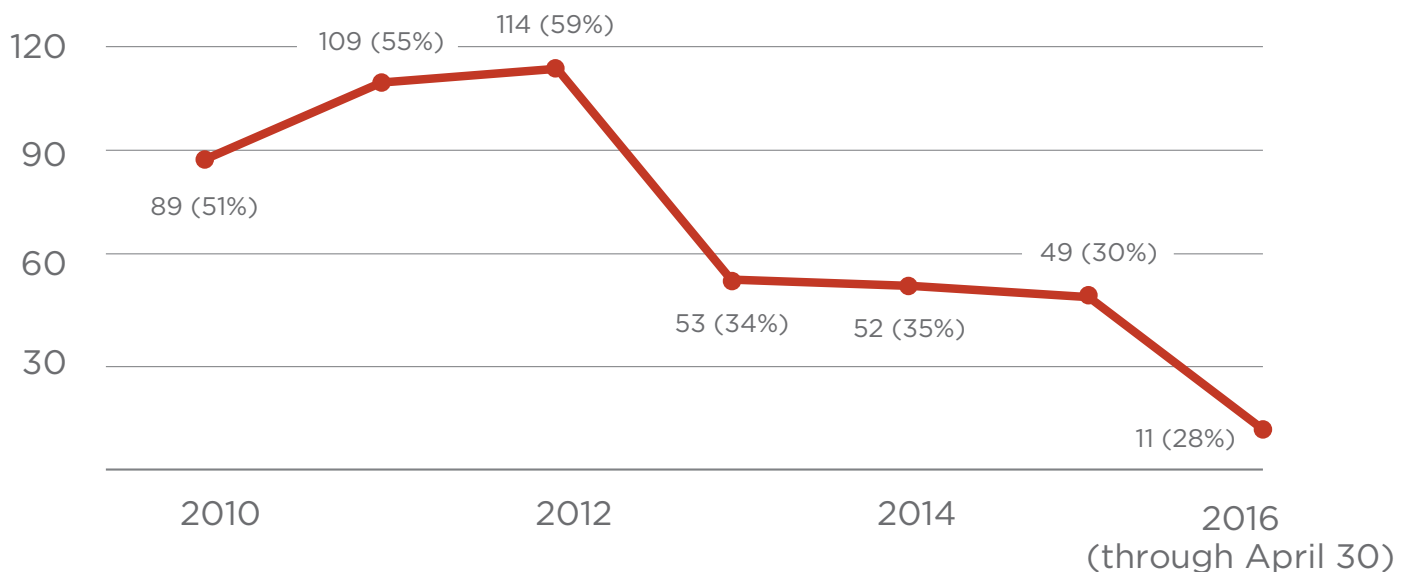
After coming home from jail, it was still challenging to turn away from a life of crime. I attended the sixth Call-In while under probation and parole. At the Call-In, the Mayor told us that we had an opportunity to turn our lives around, or if we continued to head down the wrong path, we would end up in jail for a long time. I was introduced to the GVRs service provider which helped me land a temporary job with the New Orleans Recreation Development Commission. I recently received a promotion, and I'm now employed by the Sewerage and Water Board of New Orleans. I was ready to turn my life around for my son, and the Call-In was the extra push that came right on time.



## KEY PILLAR PERFORMANCE INDICATORS AND RESULTS

A small amount of people in violent groups and gangs drive a large amount of the violence in New Orleans. Group Violence Reduction Strategy and the Multi-Agency Gang Unit directly address this problem.

### Number of Group Member-Involved Murders (% of total murders)



# STOP THE SHOOTINGS

## KEY PILLAR PERFORMANCE INDICATORS AND RESULTS (CONT.)

### CeaseFire Central City Performance

Though the press release to announce CeaseFire was in April 2012, December 2012 is considered the operational launch date, as the organization was still establishing itself during the initial months and not yet fully functioning. Therefore the best time period to analyze the effectiveness of CeaseFire Central City is by comparing 2010 – 2012 to 2013 – 2015. Evaluations of other CeaseFire cities have identified shooting victims rate (fatal and non-fatal) to be the most important indicator in measuring CeaseFire performance. In addition, retaliatory shootings and gang shootings are of importance.<sup>3</sup>

TIME PERIOD	ANNUAL SHOOTING RATE (PER 1000 PEOPLE)*	TOTAL SHOOTING VICTIMS	SHOOTING VICTIMS IN TARGET POPULATION**	RETALIATION OR ARGUMENT MOTIVE	GANG/GROUP MEMBER INVOLVED MURDERS***
2010-2012	8.3	114	57	20	21
2013-2015	7.0	110	30	3	11
% CHANGE	-15%	-4%	-47%	-85%	-48%

\*Population estimates are 4,591 from 2010-2012 and 5,220 from 2013-2015. The CeaseFire Central City target zone is bordered by S. Claiborne, Thalia, Dryades/Oretha Castle Haley, and Louisiana (Dryades to Lasalle)/Washington (Lasalle to S. Claiborne). This area closely matches Orleans Parish census tracts 85, 86, 92, and 140. Population estimates for these tracts are available from 2010-2014, and the population's chosen are midpoints of the pre and post periods.

\*\*CeaseFire targets 16-25 year old African American males to be on caseload, who were half of the shooting victims in the Central City target area from 2010-2012.

\*\*\*Gang/group member involved shooting data is unreliable for 2010 and 2011.

<sup>3</sup> Wesley Skogan, Susan Hartnett, Natalie Bump & Jill DuBois. (March 2008). *Evaluation of CeaseFire-Chicago*. Retrieved from <https://www.ncjrs.gov/pdffiles1/nij/grants/227181.pdf>



### David Kennedy – Director, National Network for Safe Communities

New Orleans's Group Violence Reduction Strategy team, a core element of Mayor Landrieu's NOLA FOR LIFE initiative and Stop the Shooting Pillar, has both saved lives in New Orleans and made a major national statement about what this work can mean and how to do it well. The strategy has brought together law enforcement and communities to focus on the groups in New Orleans at highest risk for violent victimization and offending, give them prior notice about the legal consequences of further violence, communicate the community's intolerance for violence, and offer help to keep them alive and out of prison. It created the Multi-Agency Gang Unit, which has become a national model for rapid, effective investigation and prosecution of violent groups. On the social service side, the city has shown real innovation in meeting the very special needs of those most at risk for both offending and victimization. And there's no question that the strategy is working: a recent study shows that GVRs has led to a 32% decrease in group member-involved homicides and a 17% drop in homicides overall.<sup>4</sup> NOLA FOR LIFE, and the GVRs work in particular, are proof that there's a way forward, even in a city as challenging as New Orleans, and I'm deeply proud to be a part of this effort.



### Caswick Navarro

As a troublesome kid from the St. Bernard Project, I met one of the CeaseFire staff members after being a victim of gun violence while I was on my way to retaliate. My conversation with the staff member caused me to have second thoughts about my actions. I've been a participant for almost three years, and they are all like my brothers. They give me good advice, and they helped me find a job that changed my life around. I'm now a part of a program that allows me to learn photography, videography and production. CeaseFire changed my life, and now I always think before my actions. NOLA FOR LIFE resources are really important to people like me. Now that I am a participant, I aspire to be a motivational speaker for other young people and victims of violence across the country.



<sup>4</sup> Group member-involved homicides time period for this study was January 1, 2010 to March 31, 2014. Total homicides time period was January 1, 2008 to March 31, 2014.

# INVEST IN PREVENTION

- BEHAVIORAL INTERVENTIONS AT THE YOUTH STUDY CENTER
- BUILDING CHARACTER IN NORDC SUMMER CAMPS
- COMMUNITY SUPPORT FOR VICTIMS OF VIOLENCE
- CONNECTING HIGH NEEDS STUDENTS TO THE COORDINATED SYSTEM OF CARE
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- NATIONAL FORUM ON YOUTH VIOLENCE PREVENTION
- NOLA FOR LIFE FUND
- NOLA FOR LIFE MENTORING
- NOLA FOR LIFE MIDNIGHT BASKETBALL
- NOLA FOR LIFE RESOURCES MOBILE WEBSITE
- NOLA FOR LIFE SERVICES COLLABORATIVE
- POSITIVE BEHAVIORAL INTERVENTIONS AND SUPPORTS
- SUPPORTING SCHOOLS IN IMPLEMENTING TRAUMA-INFORMED APPROACHES
- YOUTH ENGAGEMENT STRATEGY

Though the first priority of NOLA FOR LIFE was to Stop the Shootings, we knew we could not arrest our way out of this problem. Investing in Prevention to help our young people and families succeed is the key to a significant, sustainable reduction of violence in New Orleans. In fact, the Invest in Prevention pillar has become the biggest portfolio of our work, comprising half of the NOLA FOR LIFE initiatives.

Some of the key focuses of this Pillar include:

- Improving school climate – Positive Behavioral Interventions and Supports, Supporting Schools in Implementing Trauma-Informed Approaches, Expanding the Use of Restorative Approaches in Schools
- Supporting service providers to have a bigger impact – NOLA FOR LIFE Services Collaborative, NOLA FOR LIFE Fund, NOLA FOR LIFE Mentoring, Building Character in NORDC Summer Camps
- Expanding recreational opportunities – NOLA FOR LIFE Midnight Basketball
- Enhancing parenting skills and early childhood development – Engaging Fathers, Family Violence Prevention Strategy
- Incorporating youth voice into NOLA FOR LIFE – Youth Engagement Strategy



#### Rachel Davis – Managing Director, Prevention Institute

Prevention Institute is proud to be working with the New Orleans Health Department and NOLA FOR LIFE. NOLA's comprehensive murder reduction strategy is a model for cities around the country. The Health Department started participating in our national UNITY City Network a number of years ago, and we have seen the City's approach to violence transform since that time. The Health Department's leadership has played an important role in expanding the City's approach. When the City decided several years ago to place a greater focus on prevention, we were honored to be included in that effort. NOLA has recognized that violence is a major concern; through NOLA FOR LIFE, the City brings together the data, strategies, and partners under a mandate to save lives. In so doing, it recognizes that violence is preventable and that the City itself and all of its partners have a critical role to play in improving conditions for all of NOLA's residents.



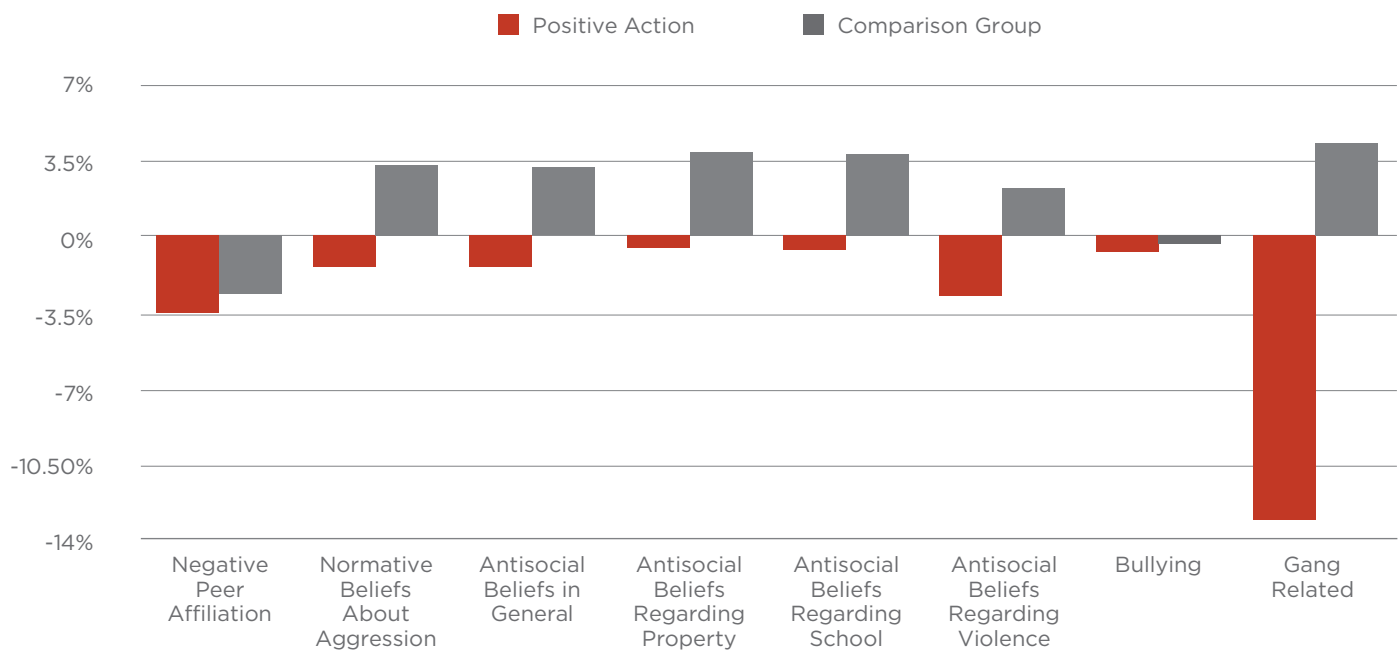


# INVEST IN PREVENTION

## KEY PILLAR PERFORMANCE INDICATORS AND RESULTS

### Improved Social and Emotional Skills in NORDC Summer Camps

Change in self-reported pre- and post-test survey responses between NORDC campers receiving Positive Action character building curriculum and campers taking a comparison curriculum.



Improvement indicated by decrease in scores

### Number of Midnight Basketball Attendees

MEASURES	SEASON 1-2 (2012)	SEASONS 3-5 (2013)	SEASONS 6-7 (2014)	SEASONS 8-10 (2015)	SEASON 11 (2016)	TOTAL
TOTAL ATTENDANCE	1,525	3,259	1,840	2,769	993	10,386
PLAYERS	1,283	2,194	1,201	1,960	630	7,268
SPECTATORS	242	1,065	639	809	363	3,118

#### **Amanda Aiken – Senior Director of Schools, New Orleans College Prep**

As part of the Supporting Schools in Trauma-Informed Approaches initiative, the Health Department and NOLA FOR LIFE have supported us by providing financial resources and technical support, spearheading this work, organizing the collaborative, and supporting us in applying for more funding to continue the work. We are starting to realize that significant numbers of our youth have been exposed to trauma, often as a result of witnessing violence. The trauma-informed approaches work allows the schools involved to provide practices and services to scholars that will start to help the healing process. Also we know that violence is cyclical. Trauma-informed approaches help victims of violence address stress, trauma, and other social emotional issues to prevent the reoccurrence, or retaliation that often stems from witnessing violence or being a victim of violence.

This work has really expanded our social emotional support to not only scholars but also to families, thus stabilizing the family unit. In addition, the trauma-informed approaches really challenged some of our discipline practices and have pushed us to continue to make changes to reduce suspensions and expulsions. We were formally introduced to restorative approaches through the trauma-informed collaborative and this has significantly reduced the occurrence of ongoing fights at our school.

NOLA FOR LIFE is an incredibly innovative strategy that addresses violence and violence reduction through a dynamic and multi-levelled approach.



#### **Paulette Carter – President and CEO, Children's Bureau of New Orleans**

Having provided trauma intervention services for more than 30 years, Children's Bureau has seen, first-hand, the negative and pervasive impact of violence exposure on our youth, families, and community. The causes of violence are complex, and, Mayor Landrieu's NOLA FOR LIFE initiative has provided a unifying strategy and structure for violence intervention and prevention efforts across the City. NOLA FOR LIFE has also brought attention to the impact of trauma on our citizens and the need for supports and services that effectively address trauma. Children's Bureau is proud to be a part of the Trauma Informed Schools learning collaborative, an effort that was convened by the New Orleans Health Department to help schools better respond to the needs of children and youth exposed to trauma and has recently been funded by the National Institute of Justice to evaluate the effectiveness of a model to implement trauma informed care in schools. As part of the NOLA FOR LIFE Services Collaborative, Children's Bureau is working with other service providers to ensure that boys and young men of color who have been affected by violence have the supports and resources they need to be successful. And NOLA FOR LIFE has continued to support Children's Bureau's work with children, youth and families who are experiencing mental health issues related to their exposure to violence.



#### **Dennis Lauscha – President, New Orleans Pelicans**

Midnight Basketball has proven to be a much needed, positive outlet that has helped provide leadership and organized direction for the many young men that have participated in this project over the years. We've witnessed first-hand the power of positive mentorships and the importance of having an outlet that allows members of our city to live an active and healthy lifestyle. This continues to be a positive program with a bright future with which we are pleased to be associated.



# PROMOTE JOBS AND OPPORTUNITY

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- NETWORK FOR ECONOMIC OPPORTUNITY
- NOLA YOUTH WORKS SUMMER JOBS PROGRAM
- NOLA FOR LIFE REENTRY STRATEGY (RISE – REINTEGRATION SERVICES)

Neighborhoods that experience the highest levels of violence also experience high levels of poverty and unemployment. Training and better access to good jobs provides a path away from violence and toward opportunity.

In 2013, NOLA FOR LIFE started Pathways to Prosperity to address this challenge. Due to the significance of this work, it became an entire strategy spawning the Network for Economic Opportunity, launched in 2014. This strategy embodies the realignment of the City's workforce development system to focus on preparing individuals who have significant barriers to entering the workforce, providing multiple pathways to employment in high demand fields that pay a living wage.

The NOLA FOR LIFE Reentry Strategy was launched in May 2014 to specifically strengthen and increase access to employment services and social services for formerly incarcerated people. Through formalized partnerships between key City departments, members of the criminal justice system, business, civic and faith-based communities, the City has developed a reentry strategy and pilot program for reentry employment with over 140 justice-involved adults and youth participating.





## KEY PILLAR PERFORMANCE INDICATORS AND RESULTS

**8%**

6-month recidivism rate for formerly incarcerated individuals who participate in reentry programming (as of April 30)

**211**

individuals connected to employment (Economic Opportunity strategy)

### Paris Sumas – NOLA FOR LIFE Reentry Participant

After spending ten months incarcerated, I was introduced to the NOLA FOR LIFE Reentry Program two months after my release. The program immediately helped me get on my feet with scheduling meetings and interviews, and obtaining the proper interview attire. I began my new journey by joining a trade school program and gained certifications as an environmental technician. Today, I am enrolled in a program at a local community college for a career in welding. NOLA FOR LIFE was the best thing to ever happen to me. They are reaching out to young black men who are seeking help and need help—it changed my life, and there's nothing else that can top my experience with this program.



### Blair Boutte – Owner, B3 Consulting, LLC

For those involved in the street life, the decision to change is never an easy one. It's tough to think of a life without the hustle, because once you're in it, that's all you know. For a time, that's all I knew too. But I strongly believe they can make a change. They have skills, but need help putting their skills to use in legitimate and positive ways. NOLA FOR LIFE brings together a community of service providers and support to help young men make that change. I'm proud to be a part of this, and I have hired NOLA FOR LIFE participants who have done a great job working with me in my businesses. I can honestly say that NOLA FOR LIFE is making a real difference in the lives of real people.



# GET INVOLVED AND REBUILD NEIGHBORHOODS

- COLLECTIVE EFFICACY
- FIGHT THE BLIGHT
- LIGHTING UP THE CITY
- NOLA FOR LIFE DAYS
- NOPD COMMUNITY POLICING
- PUBLIC AWARENESS CAMPAIGN
- QUALITY OF LIFE STAT

The environment in which people live, work, and play has an impact on an individual's quality of life and risk of being involved with violence. Furthermore, neighborhoods with strong attachment and mutual trust among its residents will work together to reduce violence. The initiatives in this pillar improve the built environment (Fight the Blight, Lighting Up the City, NOLA FOR LIFE Days, Quality of Life Stat) and engage everyone to contribute towards a better New Orleans (Collective Efficacy, NOPD Community Policing, Public Awareness Campaign). To make New Orleans safe we all need to do our part, get involved and rebuild our neighborhoods.



*Fight the Blight (Lot Maintenance Plus): BEFORE*



*Fight the Blight (Lot Maintenance Plus): AFTER*





## KEY PILLAR PERFORMANCE INDICATORS AND RESULTS

**1,105** lots cut in NOLA FOR LIFE target neighborhoods

**1,667** NOLA FOR LIFE Days volunteers



### **Tyrone Casey – NOLA FOR LIFE Fight the Blight Participant**

I was in need of employment and reached out to Kiksha Constantine who is part of the City's NOLA FOR LIFE Reentry program. She helped me with my resume. I was doing various jobs but nothing long term. She told me about a crew chief job as part of the NOLA FOR LIFE Fight the Blight initiative in partnership with Covenant House. I've heard about Covenant House, but did not know they had the White Dove program that trains youth and cuts grass. I slowly began to enjoy working with the youth and teaching them various life lessons. Specifically trying to take their situation seriously, build work ethic, professionalism, and other ways to maintain employment. I also take pride in making the City look a little better by cutting high grass and picking up trash. I like to hear from neighbors how they appreciate what we are doing in picking up the trash and making the neighborhood look good. This is the longest job I've ever held, and I am grateful for how things worked out.

### **Douglas Patterson – Vice-President, Norwood Thompson Booster Club**



As Vice President of Norwood Thompson Booster Club and resident of Gert Town, I was thrilled with the result of the NOLA FOR LIFE Day held at Norwood Thompson Playground. It really improved the neighborhood. It involved the kids and parents and made them come out and participate in programs that NOLA FOR LIFE offers. In addition to cleaning up the neighborhood, it brought out fitness programs, nutrition programs and police representation. This is a great initiative.



# STRENGTHEN THE NOPD

- ENHANCING RELATIONSHIPS BETWEEN YOUTH AND LAW ENFORCEMENT
- IMPROVE COMMUNITY TRUST WITH THE USE OF PROCEDURAL JUSTICE
- INCREASE ANALYTICAL CAPACITY AT NOPD
- NOPD LEADERSHIP TRAINING
- PROACTIVE HOT SPOT POLICING
- RELEASE PUBLIC CALLS FOR SERVICE DATA

Strong police work combined with help from the community prevents violence in our neighborhoods and quickly holds those who commit violence accountable. Initiatives such as Increase Analytical Capacity at NOPD, NOPD Leadership Training, and Proactive Hot Spot Policing allow for an optimal allocation of resources to increase clearance rates and cause a deterrent effect.

At the same time, the community and police need to have a mutual respect. If community members trust the police and feel they are treated fairly, they are more likely to confide in them with crime issues that occur. Giving youth and police an opportunity to engage in non-law enforcement settings sets the path of breaking down stereotypes and communication barriers. Initiatives such as Improve Community Trust with the Use of Procedural Justice, Release Public Calls for Service Data, and Enhancing Relationships Between Youth and Law Enforcement have aimed to do just that.





## KEY PILLAR PERFORMANCE INDICATORS AND RESULTS

**840** youth who have completed the G.R.E.A.T. curriculum, taught by NOPD officers

**31,624** hours of officer leadership training

**Lieutenant Jonette Williams – NOPD Centralized Community Coordinator**



It is extremely important for officers to build positive relationships with youth. Our young people are the future and we must nurture and cultivate constructive interactions with them. We are consistently moving towards a community-policing focused department, that encourages youth engagement beyond the traditional roles of law enforcement. We want our youth to see us beyond the uniform, to humanize us and make us more relatable, and essentially, understand that we are here to help them. Building positive relationships with our youth will impact violence because we provide them with conflict resolution skills and serve as mentors, both of which our youth need to stand against the negative forces that they must defeat on a daily basis.

**Glenn Mueller – CEO, RPM Pizza (Domino's)**

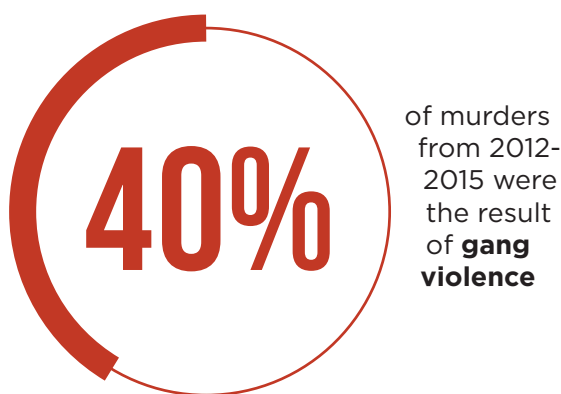
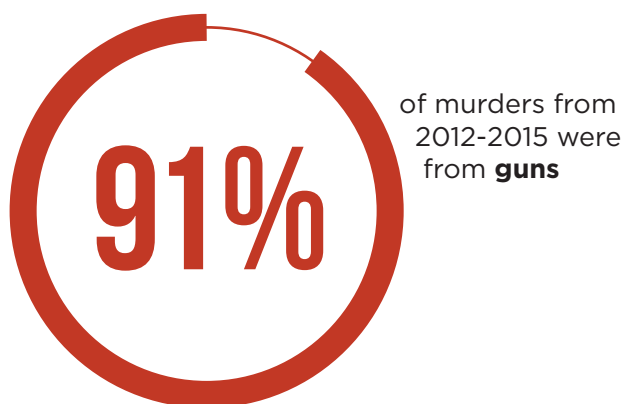


Domino's Pizza is fully behind the Mayor's NOLA FOR LIFE strategy which is striving to reduce murder and violent crime. We are helping to support the New Orleans Police Department's goal to recruit top candidates, and 'Get Behind the Badge' advertisements appear on Domino's pizza boxes across the region. Domino's employs over 700 team members in New Orleans. We support the Mayor's initiative to provide jobs and pathways to success, as supplying part time jobs and full-time careers while making communities better has been a focus of our franchise for more than 30 years. Just as important though, is the need to create a safe environment for our team members – and all citizens of New Orleans – as they do their jobs and go about living their lives. The NOPD and NOLA FOR LIFE are key ingredients to reducing violence here and now. We encourage all companies and citizens to support safety initiatives like NOLA FOR LIFE.



# OTHER FACTORS, CHALLENGES, AND BENEFITS

## Examining Violence In New Orleans Uncovers Distinct Trends:



8/73

8 of the 73 New Orleans neighborhoods accounted for 39% of the murders in 2015. These neighborhoods experience the highest levels of violence and also experience high levels of poverty and other negative life outcomes

- The average annual **household income** of these neighborhoods is 40% less than citywide
- These neighborhoods have **lower educational attainment** and more single family households

## NOLA FOR LIFE Does Not Exist In A Vacuum

In addition to the 40 initiatives in this report, there are other factors that impact murder in New Orleans, such as population growth/decline, education, wealth creation, medical care, policy changes, and broader national trends, all of which bolster or hinder the success of NOLA FOR LIFE.

These trends and factors have been examined to provide additional context to murder in New Orleans, identify factors that can help improve the murder rate, and identify factors which are challenges to an additional reduction.



# DEMOGRAPHICS

## Population

While the number of murders has declined by 18% from 2011-2015, the total population has increased by 8%. 91% of murder victims from 2012-2015 were black, and the black population has increased in proportion with the overall population.

	2011	2012	2013	2014	2015	2011-2015 GROWTH
NEW ORLEANS POPULATION <sup>5</sup>	360,779	370,011	378,921	384,360	389,617	28,838
NEW ORLEANS POPULATION GROWTH		3%	2%	1%	1%	8%
NEW ORLEANS BLACK POPULATION <sup>6</sup>	216,467	221,267	225,079	227,541	232,991	16,524
NEW ORLEANS BLACK POPULATION GROWTH		2%	2%	1%	2%	8%

If all other factors remained equal, New Orleans would have expected an 8% increase in murders from population growth in 2011-2015. However, the number of murders in 2015 was 18% lower than 2011, and thus the murder rate 24% lower.

### Brandon M. Boutin – President and CEO, 2B Ministries; 1st Assistant Pastor of Greater St. Stephen Full Gospel Baptist Church

I am thankful for the opportunity that has been extended to me to work with NOLA FOR LIFE. I have been very intricately involved in the program from its inception. I have participated in the Group Violence Reduction Strategy program, the NOLA FOR LIFE television program “Voices of Men”, the NOLA FOR LIFE Symposium, and Midnight Basketball.

I am very impressed with the NOLA FOR LIFE concept and model. I love how our Mayor and his administrative team have recognized the specific things that are the roots of violence within our city. Once those violent roots were identified, a countless sacrifice of time, energy, and creativity were put forth to create a murder reduction strategy. NOLA FOR LIFE has strategically brought in and helped those that were troubled, and brought solutions to questions that many young people & adults who felt voiceless have been longing to hear.

NOLA FOR LIFE has been successful because it not only answers the cries of our community, but it also gives support to those who need it and a voice to those who feel that they are not heard.



<sup>5</sup> U.S. Census Bureau. *Annual estimates of the resident population: American Community Survey 1-Year Estimates*. Retrieved May 10, 2016, from [http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=PEP\\_2015\\_PEPANNRES&prodType=table](http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=PEP_2015_PEPANNRES&prodType=table).

<sup>6</sup> S U.S. Census Bureau. *Sex by age (black or African American alone): American Community Survey 1-Year Estimates*. Retrieved May 10, 2016, from [http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS\\_14\\_1YR\\_B01001B&prodType=table](http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_1YR_B01001B&prodType=table)

# DEMOGRAPHICS

## Prosperity

Neighborhoods that experience the highest levels of violence also experience high levels of poverty and unemployment. Examining changes in income and poverty could reveal changes in the city's demographic makeup, which could influence the murder rate. While the New Orleans per capita income increased 14.4% from 2011-2014 (figures not yet available for 2015), African-American per capita income only increased 6.9% over that time (inflation was 5.2% over this time<sup>7</sup>). Furthermore, 27.8% of New Orleans citizens and 36.4% of African-American's live in poverty, a higher proportion than the national average.

	2011	2012	2013	2014	2011-2014 CHANGE
<b>PER CAPITA INCOME</b>					
<b>NEW ORLEANS<sup>8</sup></b>	\$25,053	\$25,697	\$26,957	\$28,668	14%
<b>NEW ORLEANS (BLACK)<sup>9</sup></b>	\$15,086	\$14,878	\$16,443	\$16,130	7%
<b>PERCENT OF INDIVIDUALS BELOW POVERTY LEVEL<sup>10</sup></b>					
<b>NEW ORLEANS</b>	28.9%	28.7%	26.7%	27.8%	-4%
<b>US</b>	15.9%	15.9%	15.8%	15.6%	-2%
<b>PERCENT OF INDIVIDUALS BELOW POVERTY LEVEL (BLACK)</b>					
<b>NEW ORLEANS</b>	37.2%	36.7%	35.3%	36.4%	-2%
<b>US</b>	28.1%	28.1%	27.6%	27.0%	-4%

While New Orleans has seen significant economic growth, neighborhoods that have high levels of violence have grown at a much slower rate. Ensuring all New Orleanians have a chance to benefit from the city's economic growth will be an important factor in the level of violence. Recognizing this, Mayor Landrieu has created an entire strategy to address Economic Opportunity.

<sup>7</sup> Bureau of Labor Statistics. *CPI Inflation Calculator*. Retrieved May 10, 2016, from [http://www.bls.gov/data/inflation\\_calculator.htm](http://www.bls.gov/data/inflation_calculator.htm)

<sup>8</sup> U.S. Census Bureau. *Per capita income in the past 12 months: American Community Survey 1-Year Estimates*. Retrieved May 10, 2016, from [http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS\\_14\\_1YR\\_B19301&prodType=table](http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_1YR_B19301&prodType=table).

<sup>9</sup> U.S. Census Bureau. *Per capita income in the past 12 months (black or African American alone): American Community Survey 1-Year Estimates*. Retrieved May 10, 2016, from [http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS\\_14\\_1YR\\_B19301B&prodType=table](http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_1YR_B19301B&prodType=table).

<sup>10</sup> U.S. Census Bureau. *Poverty status in the past 12 months: American Community Survey 1-Year Estimates*. Retrieved May 10, 2016, from [http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS\\_14\\_1YR\\_S1701&prodType=table](http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_1YR_S1701&prodType=table).

# COMPARING SHOOTINGS TO MURDERS

## Comparing Shootings to Murders

91% of murders from 2012-2015 were a result of being shot. This makes it clear that shootings have a strong influence on the number of murders. Shooting indicators are comprehensively examined in the following ways:

1. Shooting accuracy
2. Medical care
3. Justifiable homicides, negligent homicides, and unclassified deaths

## Shooting Accuracy

It is not feasible to measure shootings which do not strike an individual. Gunfire that does not strike an individual may not be called into police, or gunfire that is called into police may not be an attempted murder (gunfire could be celebratory, practice, accidental, etc.).

However, shooting victim data can be tracked back to 2010. By comparing non-fatal shooting victims to fatal shooting victims, it shows that the decrease in both fatal shooting victims and non-fatal victims has been nearly identical from 2011-2015. The percent of shooting victims that died has also stayed consistently around 30% each year. 2016 has seen a lower percentage die than typical, but historical trends suggest that will revert toward the norm over the remainder of the year.

	2010	2011	2012	2013	2014	2015	2016*	2011–2015 % DECREASE
<b>NON-FATAL SHOOTING VICTIMS</b>	409	399	385	328	393	341	132	-15%
<b>FATAL SHOOTING VICTIMS</b>	156	179	176	138	138	150	34	-16%
<b>TOTAL SHOOTING VICTIMS</b>	565	578	561	466	531	491	166	-15%
<b>% OF SHOOTING VICTIMS RESULTING IN FATALITY</b>	28%	31%	31%	30%	26%	31%	20%	

\*Through 4/30/2016

Shooting accuracy has remained consistent over time and has not been responsible for the consistent reduction in murders.



# COMPARING SHOOTINGS TO MURDERS

## Medical Care

Factors here could be ambulance response time and medical techniques:

1. Ambulance response time - New Orleans Emergency Medical Services (EMS) is measured on the % of Code 3 responses within 12 minutes, an industry gauge for response time compliance. Ambulance arrival times were most consistently within 12 minutes in 2011, the year before NOLA FOR LIFE launched and which had a higher murder rate than all subsequent years.

	2011	2012	2013	2014	2015
% OF "CODE 3" EMERGENCY RESPONSES (LIFE-THREATENING RESPONSE) WITHIN 12 MINUTES	81%	77%	76%	80%	74%

2. Medical techniques - A majority of shooting victims are transported to University Medical Center (UMC), which is the only Level 1 Trauma Center in South Louisiana. The percentage of gunshot wound victims from assaults who survived after arriving at the hospital has decreased slightly in the years that NOLA FOR LIFE has been active. There is no evidence of new medical techniques causing an increased survival rate of gunshot victims.

	2008 - 2011		2012- 2015	
	#	%	#	%
<b>SURVIVED</b>	1,185	86%	1,112	84%
<b>DIED</b>	186	14%	212	16%
<b>TOTAL</b>	1,371		1,324	

*New Orleans's population has increased 29% from 2008 to 2015*

# COMPARING SHOOTINGS TO MURDERS

## Justifiable Homicides, Negligent Homicides, And Unclassified Deaths

The Orleans Parish Coroner's Office investigates suspicious deaths, in part to determine whether it is a homicide. Deaths medically classified as homicides can be determined by the NOPD and District Attorney's office as murder, justifiable homicide, or negligent homicide. Homicides are classified as justifiable homicides in situations such as self-defense, and are not counted in murder totals. Homicides are classified as negligent when the killing is because of gross negligence or without malice, and are not counted in murder totals.

Deaths determined to be UNCLASSIFIED AT THE SCENE are on-scene designations that a further medical investigation is warranted, including autopsy and toxicological analysis. The vast majority of these deaths are ultimately deemed to be due to natural causes or accidental drug overdoses. This is not to be confused with deaths ultimately determined by the coroner as "undetermined" in cause. The number of justifiable or negligent homicides have been similar each year. Per the Coroner's office, unclassified deaths have been increasing since 2014 due to changes in drug abuse patterns and access to medical care.

	2010	2011	2012	2013	2014	2015	2016*
<b>JUSTIFIABLE HOMICIDES</b>	5	6	6	2	7	4	0
<b>NEGLIGENT HOMICIDES</b>	1	3	2	2	2	1	1
<b>UNCLASSIFIED DEATHS</b>	27	67	79	64	114	208	83

*\*As of 4/30/2016*

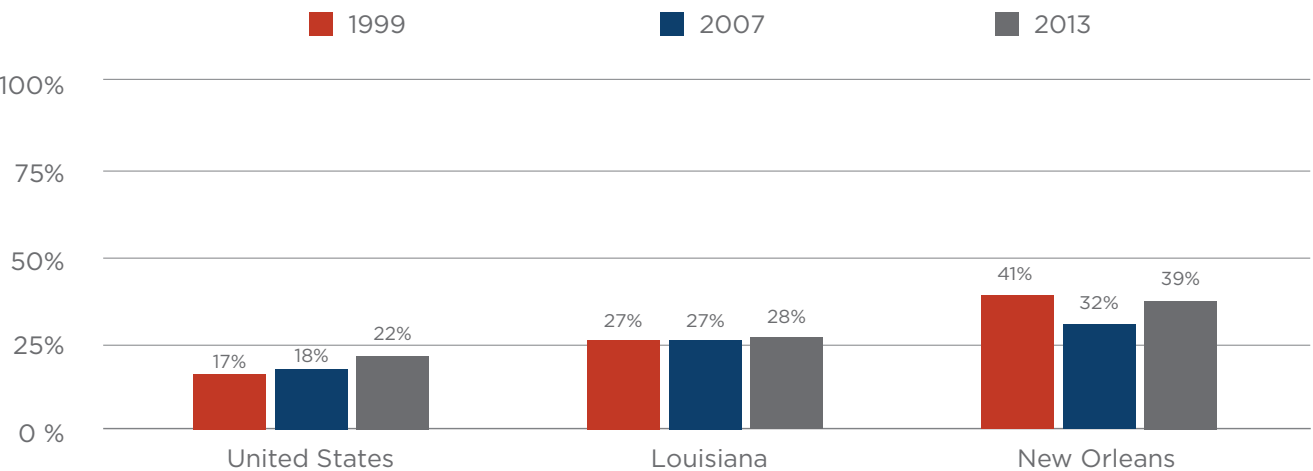
# EARLY CHILDHOOD DEVELOPMENT AND EDUCATION



## Early Childhood Development and Education

Early childhood development and education have tremendous influence on whether an individual will become involved in violence. Childhood experiences of economic hardship, exposure to violence, or chronic neglect can cause chronic, toxic stress that disrupts the architecture of the brain. This disruption of the brain architecture can lead to lifelong difficulties in learning, memory, and self-regulation. Scholars argue that poverty may be the single greatest threat to children’s healthy brain development, and 39% of New Orleans children live in poverty.<sup>11</sup>

## Child Poverty Rates



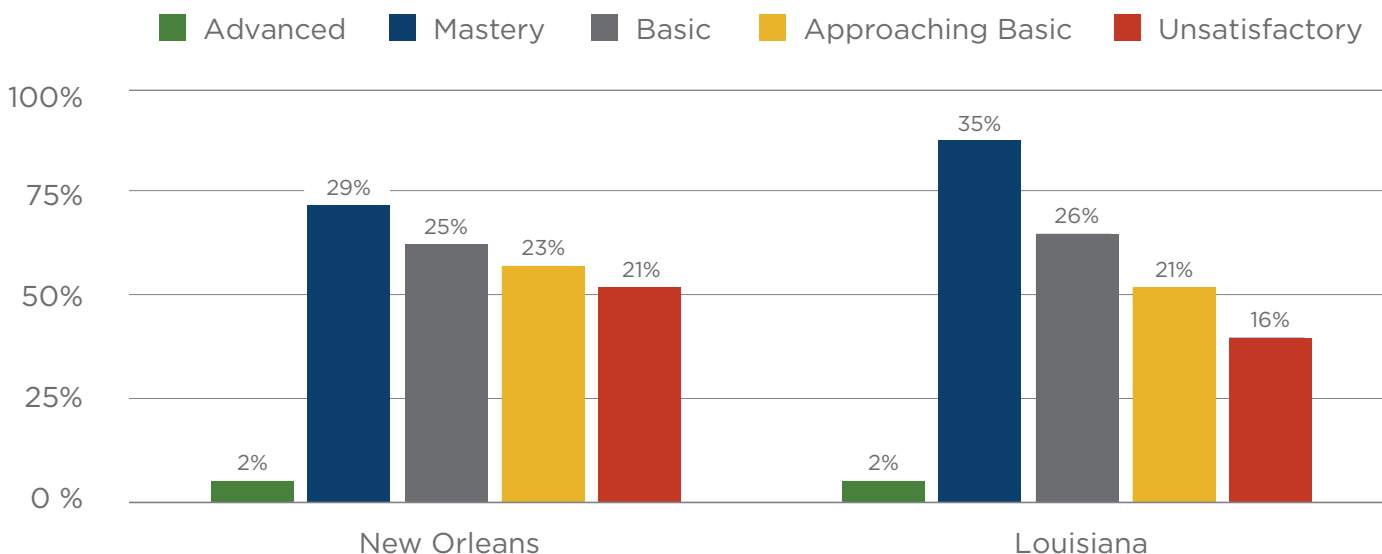
<sup>11</sup> Mack, V. (2015). *New Orleans Kids, Working Parents, and Poverty* (p. 1-5). New Orleans, LA: The Data Center.



# EARLY CHILDHOOD DEVELOPMENT AND EDUCATION

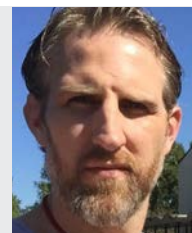
Reading skills in third grade are considered an early warning indicator of future academic performance. In New Orleans, 44% of students test below a basic level.<sup>12</sup>

## Percent of Third Grade Students at Each Achievement Level Spring 2015, English Language Arts



### Nicholas Dean – Principal, Crescent Leadership Academy

NOLA FOR LIFE is a community wide effort to confront and address some of the factors that lead young men to solve problems in an extreme way. The egregious use of violence has become a default way that many choose to address conflicts that could be handled more peacefully. NOLA FOR LIFE has benefited Crescent Leadership Academy through deliberate attention to restorative justice and cognitive interventions. When we have violence, or threats of violence on our campus, we seek to create empathy where none might not yet exist. We seek to create a human connection between both sides of the conflict, and we work to frame problems through a lens that creates multiple possible ways to handle problems, without a gun. Through the NOLA FOR LIFE community I have developed a resource network of qualified and capable people that continuously work toward this end.

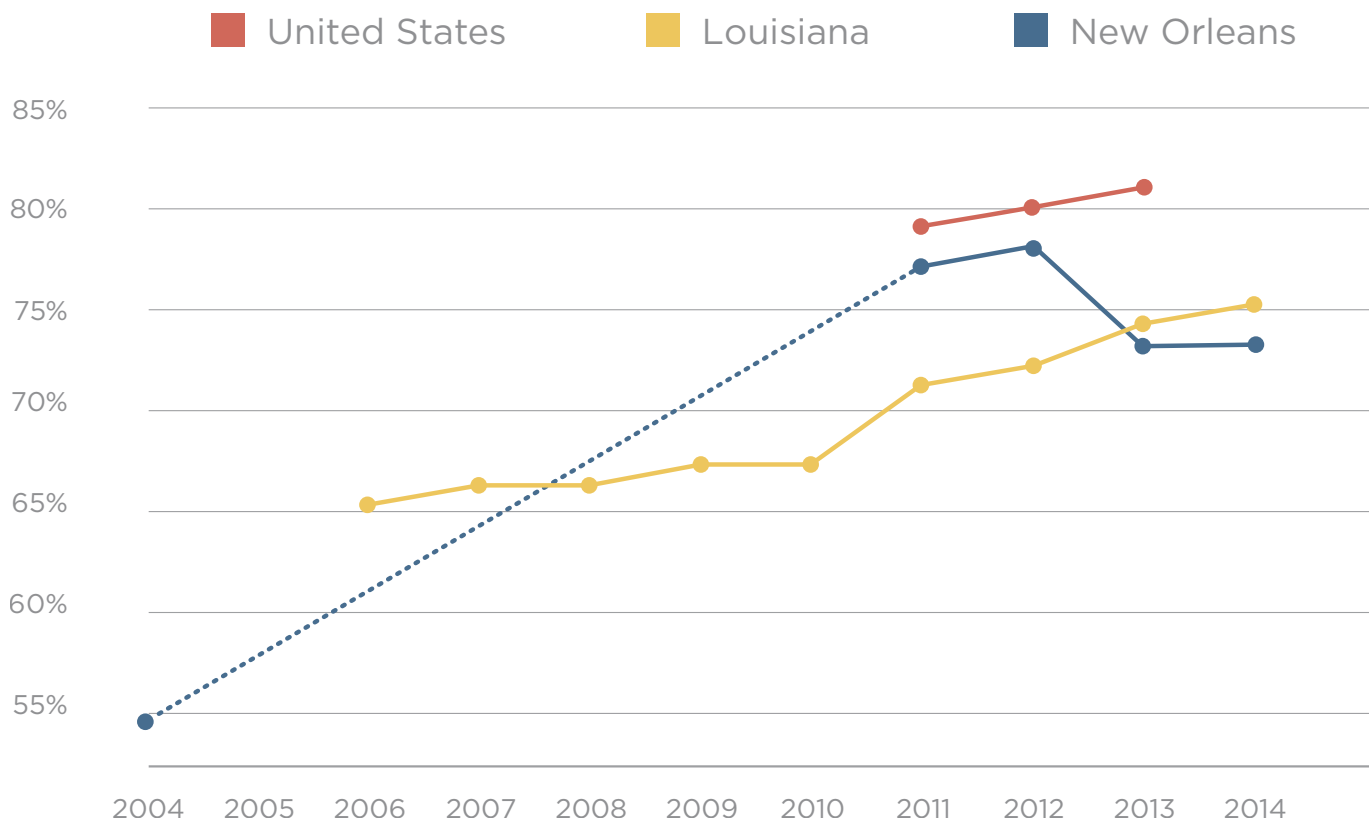


<sup>12</sup> Mack, V. (2015). *The New Orleans Youth Index* (p. 24). New Orleans, LA: The Data Center.

# EARLY CHILDHOOD DEVELOPMENT AND EDUCATION

While high school graduation rates have improved in the aftermath of Hurricane Katrina, graduation rates and other education metrics still lag Louisiana and the United States.<sup>13</sup>

## High School 4-Year Cohort Graduation Rates As of Spring of Year Four



If literacy and graduation rates continue to improve, this should help reduce the amount of violence. Preparing students for success in education begins with early childhood development.

<sup>13</sup> Mack, V. (2015). *The New Orleans Youth Index* (p. 29). New Orleans, LA: The Data Center.

# OTHER FACTORS, CHALLENGES, AND BENEFITS

## National and Local Trends

Comparing to the cities with the 20 highest murder rates in 2011, New Orleans has seen the most significant reduction. Looking statewide, Louisiana had a 6% reduction in murders from 2011 – 2014 (data not available for 2015), but without New Orleans, there would have been a 7% increase in murders.

New Orleans has not benefitted from a state or national murder reduction trend, but rather has outperformed comparison cities.

## Gang Violence

New Orleans has not historically been known for having gangs in the way that Los Angeles and Chicago have been. However, when doing initial analysis for NOLA FOR LIFE, it was discovered that while New Orleans does not have structured gangs with high numbers of individuals, there are a large amount of smaller groups or gangs (often as small as 3-10 individuals) who account for a disproportionate amount of the violence. By focusing on these groups, group/gang murders have been reduced by 55% from 2011 to 2015. However, gang violence still accounted for 49 murders in 2015 (30%) and continues to be a challenge in overall violence in New Orleans.



# ACKNOWLEDGEMENTS

NOLA FOR LIFE would not be possible without the support of the many organizations, community partners, and individuals that have stepped up in the effort against violence in New Orleans. It's estimated that **over 30,000 individuals** and **over 300 organizations** have been a part of the solution.

100 Black Men of Metro New Orleans	Capital One	Dr. Charles Corprew	Greater New Orleans Drug Demand Reduction Coalition	Liberty's Kitchen
2-Cent Entertainment	Catholic Charities Archdiocese of New Orleans	Dr. Martin Luther King Jr. Charter School	Greater New Orleans Foundation	Limitless Vistas, Inc.
44th Education Initiative, Inc.	Center for Restorative Approaches	Dr. Peter DeBlieux	Greater St. Stephen Full Gospel Baptist Church	Living Cities
504HealthNet	Centers for Disease Control and Prevention	Drug Enforcement Administration (DEA)	Green Light New Orleans	Louisiana Center for Children's Rights
Access Health Louisiana	Center for Hope Children & Family Services	DuraCARE Counseling & Consulting Services	Healthy Start New Orleans	Louisiana Coordinated System of Care
Action Against Addiction	Central City Renaissance Alliance	Dryades Public Market (Jack and Jake's)	Herewego Entertainment	Louisiana Department of Public Safety & Corrections
Addicted to the Lifestyle/Institute for Behavioral Science	Charles Anderson Art Gallery	Durham School Services	Hike for KaTREEna	Louisiana Green Corps
Alcoholics Anonymous New Orleans	Chevron	East Beast Productions	Home Depot	Louisiana Housing Alliance
American Red Cross - Southeast Louisiana	Children's Bureau of New Orleans	Edna Karr High School	Household of Faith	Louisiana National Guard
Andrew H. Wilson Charter School	Children's Hospital	Edgar P. Harney Spirit of Excellence Academy	Housing Authority of New Orleans	Louisiana Public Health Institute
APEX Community Advancement, Inc.	Circular Consulting	Education Justice	Housing Authority of New Orleans Police	Louisiana SPCA
Ashé Cultural Arts Center	Cities United	Ekhaya Youth Project	Hyatt Regency New Orleans	Louisiana State Police
Audubon Nature Institute	Coca-Cola	Elevate New Orleans	Idea Village	Louisiana State University, Health Sciences Center
B3 Consulting, LLC	Common Ground Health Clinic	Esperanza Charter School	Institute of Crime Science at the University of Cincinnati and the National Network for Safe Communities	Loyola University New Orleans
Baptist Community Ministries	Communities In Schools of Greater New Orleans	evacutecor.org	International Association of Chiefs of Police	LSU AgCenter
Bard Early College in New Orleans	Community Service Center	ExactChange	Jack Calhoun	McDonogh #32 Literacy Charter School
Bayou Food Store	Companies With a Mission	Exodus House	James M. Singleton Charter School	McDonogh City Park Academy
Bayou Land	ConnectWorks	Families and Friends of Louisiana's Incarcerated Children (FFLIC)	Jefferson Parish Sheriff's Office	MentorNOLA with Each One Save One
Bayou Land Resource Conservation & Development Council	Costco	Family Center of Hope	JOB1	MetroChurch NOLA
Behavioral Health Advocate	Council on Alcohol & Drug Abuse	Family Service of Greater New Orleans	Joseph A. Craig Charter School	MetroPCS
Behavioral Health Council members	Court Appointed Special Advocates (CASA)	Federal Bureau of Investigation (FBI)	Joshua Montrel	Metropolitan Human Services District
Bethel Colony South of New Orleans	Covenant House	First 72+	JPMorgan Chase & Co.	Metro-Source
Bethlehem Lutheran Church	Cox Communications	FirstLine Schools	Juma Ventures	MICAH
Beyond NOLA	Crescent City Media Group	Ford Foundation	Junior Achievement of Greater New Orleans	Miller McCoy Academy
Bike Easy	Crescent Leadership Academy	Forelle Consulting	Justice and Accountability Center of Louisiana	Mother 2 Mother
Blair Boutte	Crimestoppers	Foundation for Louisiana	Kentwood Springs	Mother's Helpers Mentoring Program
Bloomberg Philanthropies	CURE Violence	Friends of King Schools	KIPP Believe Primary School	November Foundation
Blue Cross and Blue Shield of Louisiana	Dalai Lama Nola Community Outreach	G. Carter Law Firm	KIPP New Orleans Schools	My Brother's Keeper
Boys Town	Dalai Lama Nola Community Outreach	G.W. Carver Collegiate Academy	L.B. Landry-O.P. Walker College and Career Preparatory High School	Narcotics Anonymous
Bridge House / Grace House	Daughters of Charity Services of New Orleans	G.W. Carver Preparatory Academy	LA Coalition for the Offender Resources	National Alliance on Mental Illness
Brotherhood, Inc.	Delgado Community College	Geaux Play	LA Probation & Parole	National Center for Children and Families
Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF)	Department of Child & Family Services	General Electric Foundation	Lake Area New Tech Early College High School	National Child and Family Services
Bureau of Justice Assistance	Dillard University	Girl Up NOLA	Lawrence D. Crocker College Prep	National Forum on Youth Violence Prevention
Café Reconcile	Dison Enterprises	Girls on the Run New Orleans	LCMC Health	National League of Cities
Canal Street Church	Divine Intervention Rehabilitation	Global Green USA		National Police Research Platform
	DJ Wild Wayne (Q93)	GNO, Inc		New Orleans Area Habitat for Humanity
		Good Work Network		
		Goodwill Industries of Southeastern Louisiana		



# ACKNOWLEDGEMENTS

New Orleans Area Toastmasters Club	New Outlook Behavioral Health Center	Play Streets	Southern University at New Orleans	Tulane School of Social Work
New Orleans Behavioral Health Interagency Council	NewCorp	Playworks Louisiana	SPAWAR Systems Center Atlantic	Tulane University
New Orleans Black Men and Boys Initiative	Next Generation	PolicyLink	Spears Group	Tulane University Department of Psychology
New Orleans Business Alliance	Nike	Positive Action	Spike Lee DDB	Tulane University School of Public Health and Tropical Medicine
New Orleans Business Council	No Time 4 Crime	Prevention Institute	St. John #5 Faith Church	United States Army
New Orleans Charter Math and Science High School	NOA-TV	Project Fleur-de-lis	St. Thomas Community Health Center	United States Attorney's Office for the Eastern District of Louisiana
New Orleans College Prep	NOELA Community Health Center	Project Homecoming	Stand Up for Each Other	United States Department of Justice
New Orleans Council on Aging/ADRC	NOLA Dads	Project Reconstruction	Strategies for Youth Development	United States Marshals Service
New Orleans Crime Coalition	NOLA Trash Mob	Putting Parents First	STRIVE NOLA	United States Navy
New Orleans Family Justice Center	Northlake Behavioral Health System	Pyramid Resources Wellness Institute	Substance Abuse and Mental Health Services Administration	United Way
New Orleans Fatherhood Consortium	Ochsner Health System	Reaping the Harvest Full Gospel Baptist Church	Subway	University Medical Center
New Orleans tourism and hospitality community	Odyssey House Louisiana	Rebuilding Together New Orleans	Success Preparatory Academy	Up2Us Sports
New Orleans Jazz & Heritage Foundation	Office of Juvenile Justice and Delinquency Prevention	Recovery School District	Surdna Foundation	Urban League of Greater New Orleans
New Orleans Job Corps	Operation HOPE	Reebok	The Department of Veterans Affairs	Urban Strategies
New Orleans Kids Partnership	Operation Spark	ReNEW Schools	The Greenhouse Collective	Vera Institute of Justice
New Orleans Medical Reserve Corps	Orleans Parish Coroner	Resurrection After Exoneration	The Guidance Center	Verbena Group
New Orleans Mission	Orleans Parish District Attorney's office	Reverend Ike Mayfield	The Institute of Women and Ethnic Studies	Vietnamese Initiative in Economic Training (VIET)
New Orleans Musicians' Assistance Foundation	Orleans Parish Juvenile Court	Revolution Foods	The National WWII Museum	Voice of the Ex-Offender
New Orleans Office of the Inspector General	Orleans Parish School Board	Rising Foundations	The NET Charter High School	Voices of Experience
New Orleans Peace Keepers	Orleans Parish Sheriff's Office	Robert Wood Johnson Foundation	The Network for Economic Opportunity	Volunteers of America
New Orleans Pelicans	Orleans Public Defenders	RPM Pizza (Domino's)	The Sewerage and Water Board	W.K. Kellogg Foundation
New Orleans Police and Justice Foundation	Orleans Public Education Network	Saint Anna's Episcopal Church	Tobacco Free Living	Wells Fargo
New Orleans Redevelopment Authority	Palantir Technologies	School Health Connection	Total Community Action	Wholey Living Simply Living
New Orleans Video Access Center	Papa John's Pizza	Second Harvest Food Bank	Travelers Aid Society of Greater New Orleans	Young Leadership Council
New Orleans Works Funders Collaborative	Park Place Premier Barber School	Silence is Violence	Trinity Counseling and Training Center	Youth Empowerment Project
	Partnership for Youth Development	Silverback Society	Tulane Community Health Centers	Youth Opportunity Center
	Pastor Brandon Boutin	Social Solutions	Tulane Prevention Research Center	Youth Rebuilding New Orleans
	Patrina Peters	Son of a Saint Foundation		Youth Run NOLA
	People United for Armstrong Park	Sophie B Wright Charter School		
		Southeast Louisiana Legal Services		
		Southern University Agricultural Research & Extension Center		

## INNOVATION DELIVERY TEAM

In 2011, the City of New Orleans was one of the first five cities selected to participate in Bloomberg Philanthropies' Innovation Teams program. The program, which aims to improve the capacity of city halls to effectively design and implement new approaches that improve citizens' lives, now includes nearly 20 cities around the world. Innovation teams function as in-house innovation consultants, moving from one mayoral priority to the next. Using Bloomberg Philanthropies' tested Innovation Delivery approach, i-teams help agency leaders and staff through a data driven process to assess problems, generate responsive new interventions, develop partnerships, and deliver measurable results.





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